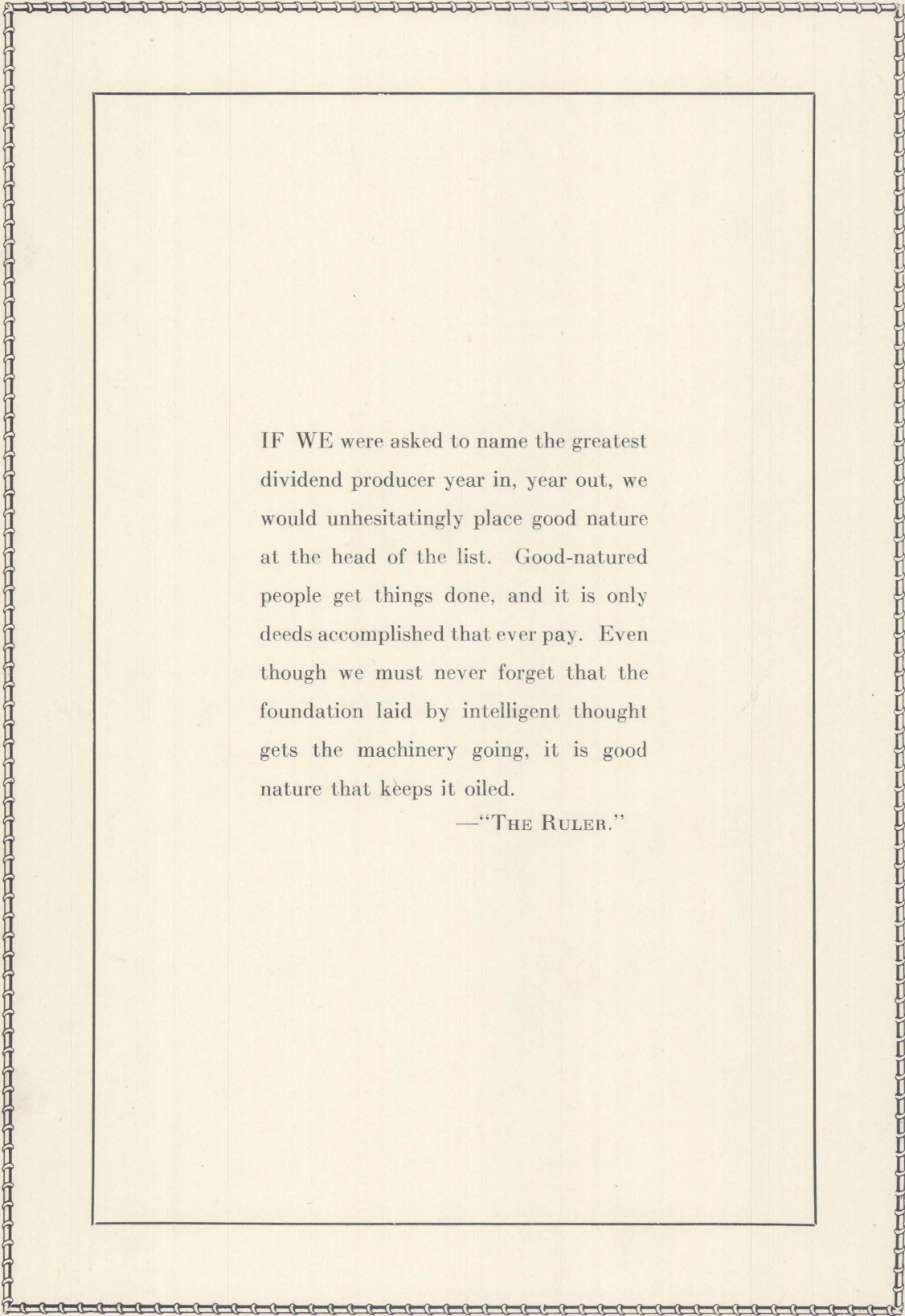


The STORAGRAM



KAUFMANN'S
FIFTH AVENUE PITTSBURGH



IF WE were asked to name the greatest dividend producer year in, year out, we would unhesitatingly place good nature at the head of the list. Good-natured people get things done, and it is only deeds accomplished that ever pay. Even though we must never forget that the foundation laid by intelligent thought gets the machinery going, it is good nature that keeps it oiled.

—“THE RULER.”

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VII

Pittsburgh, Pa., March

No. 3

Each Man's "House Charming"

HOME is man's castle. It is the one and only place where a man can be himself; where he can throw aside all self-repression, self-restraint and pretense; where he can enjoy in his own way the surrounding he himself has fostered and brought about; where he can lay aside the burden of his daily toil and find surcease in perfect mental and physical relaxation; evade life's turmoil and find calm repose; can shut out the world's criticism and ensure; can be lord or slave, as he may elect.

HOME is the haven in which confidence meets confidence, and heart meets heart. It is the foundation of all society, the pillar upon which a nation's happiness rests; the vital point of all government, the perpetuator of civilization itself.

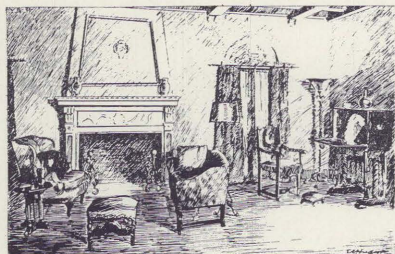
—SELECTED.

Little Scenes from The House Charming

It is a delight to wander through the House Charming, observing the practical and simple selection and arrangement of furnishings in the Economy Apartments, and basking in the luxury of the period rooms.

The apartments on the seventh floor appeal to us because they display rooms furnished according to the

present possibilities of most of our pocket-books. There are good pieces of furniture which add to the attractive appearance of the rooms and which will give long service; little touches of bright book-ends, bits of tapestry, hooked rugs, give a homey atmosphere; the curtains are attractive features in every room.

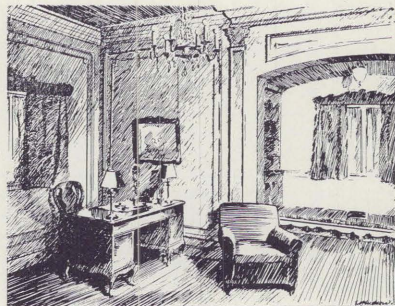


SPANISH LIVING ROOM

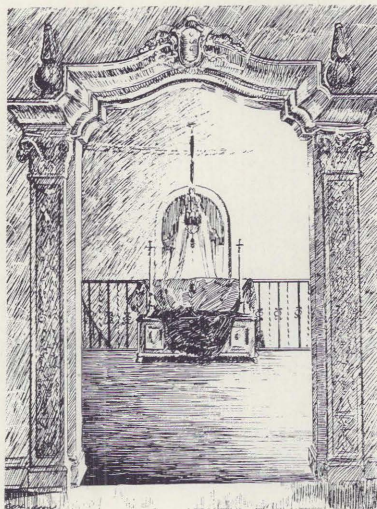
The eighth floor entrance to the House Charming is shown on the cover. The lighting arrangement gives the effect of soft sunlight on the patio, which is inviting with its wicker chairs and wrought iron magazine table.

Entering the hall, you see the living room to the left and dining room to the right. The living room ceiling is beamed, with Spanish Renaissance motifs painted in between the heavy beams. The fireplace is the center of arrangement with beautiful pieces of Spanish furniture in conversational groups in front of it. The antique vargueno adds greatly to the exotic atmosphere.

The period rooms of the House Charming on the eighth and ninth floors are what we imagine for ourselves when our "castles in Spain" are built. All the sketches on this page are from photographs, and reveal how truly charming are these rooms.



GEORGIAN LIBRARY



The ninth floor entrance shows the top of the winding, wrought iron balustrade, and opens into the two bedrooms and nursery.

The French bedroom contains one bit of furniture which appeals to every woman. That is a poudreuse which, when closed looks like a small table and when the top is lifted, lo, there is a mirror to reflect my lady's face and chintz-lined compartments for all her beauty aids.

The Italian bedroom has a Florentine bed and dresser.

To the right of the main entrance is the Elizabethan Dining room panelled in Walnut. The heavy walnut, refectory table, court cupboard, long dresser, and chairs all carry out the early English idea. Opening from this room is a cottage-like breakfast room.

Then you enter the Georgian Library. The lacquer desk, chair and cabinet are the most beautiful pieces in the library, but the wing chair, low table and lamp add comfort to the beauty of this room. The reading nook looks like a delightful spot in which to spend a quiet day.



FRENCH NORMANDY BREAKFAST ROOM

A delightfully informal room with peasant chairs, corner cupboard, and Italian pottery.



FRENCH BEDROOM

A dainty room. Bed and chaise-longue covers are taffeta and lace.

Report of Kaufmann's Employees' Beneficial Association for the Year 1925

Legal Aid Bureau

To the Board of Directors, Kaufman's Employees Beneficial Association:

Emanuel Amdur, Counsel for the Legal Aid Bureau of the Kaufmann's Employees Beneficial Association, respectfully submits the following report of the activities of the said Bureau for the period from January 14, 1925, to January 13, 1926:

1—During the period aforesaid, the Counsel for the Association answered one hundred fifty requests for advice on a large variety of topics embracing nearly all phases of the law. Most of the advice sought, your Counsel was able to give from his general knowledge of the law, while in some instances it was necessary to consult the statute books and the court records.

Disputes between landlords and tenants, advice regarding wills and estates, information concerning desertion and non-support laws were the three topics on which the largest number of requests for advice were received. In several instances, advice regarding income tax matters and immigration laws was given.

2—The number of requests for advice during the year 1925 was the largest since the Legal Aid Bureau of the Association was established and exceeded by the number of thirty-three the total for the year 1924. Men and women employees availed themselves in almost equal numbers of the services of the Bureau. The Forbes Street and the North Side Warehouses were among those who applied to the Bureau for assistance. As usual your Counsel met all employees on a friendly basis of professional confidence and attended to all the matters referred to him with the same zeal and dispatch that would be expected from a private attorney. The employees were made to feel, as far as lay in the power of your Counsel, that the service rendered by the Bureau was not a matter of charity but a purely business matter as much so as the dental and medical offices run by the store.

No red tape of any sort was permitted to have any part in the workings of the Bureau, the sole aim of your Counsel having been to render the greatest assistance possible to all who consulted him, and to give professional advice after a thorough consideration of the problem at hand.

3—That the work of your Counsel is appreciated by the employees is perhaps a fair inference from the considerable number who have come to the Bureau again and again with their recurring problems, making the same use of the services of the Bureau as they would of a private attorney. Your Counsel has continued the policy heretofore followed, of making absolutely no charge for service rendered except in cases where money has been collected for employees, in which situation a reasonable charge has been made for the service rendered.

4—Your Counsel desires to express his thanks to all the store executives and other officials for their cooperation in making known to employees the facilities of the Bureau. Many an employee has come to interview your Counsel as a result of a suggestion to that effect from his floor superintendent or buyer. This has been an important factor in the successful operation of the Bureau. The advertisement that occasionally appears in the "Storagram" has also been a quiet but efficient method of keeping the existence of the Bureau before the employees, and is especially necessary due to the rapid turnover of employees in every large department store.

Respectfully submitted,

EMANUEL AMDUR.

February 1, 1926

Statement of Receipts and Disbursements for Year Ending December 31, 1925

RECEIPTS

Dues from Employees.....	\$18,244.55
Dues from Managers.....	774.00
Interest Farmers Savings.....	173.30
Sale of Liberty Bonds.....	5,402.40

Total Receipts from all Sources.....\$24,594.25

DISBURSEMENTS

Sick Benefits.....	\$12,170.25
Death Benefits.....	1,200.00
Dental Expense.....	259.39
Drugs.....	1,109.87
Food and Clothing.....	389.06
Donations.....	673.06
Miscellaneous.....	46.45
Nurse's Expense.....	90.04
Outside Doctors.....	54.00
Flowers.....	37.00
Dues Refunded.....	56.80
Salaries (Doctor, Dentist, Attorney, etc.).....	4,181.29
Colored K. B. A.....	5.35
Kaufmann Dept. Store's Bonds.....	4,856.58

25,129.14

Deficit for Year.....	\$ 534.89
Balance on Hand, January 1, 1925.....	\$ 3,204.41
Balance on Hand, January 1, 1926.....	2,669.52
Analysis of Balance:	
Farmers Deposit Savings	
Bank.....	\$ 656.62
Union Savings—Checking	
Account.....	\$ 2,112.90
Check Outstanding.....	100.00

2,012.90

BALANCE ON HAND.....\$ 2,669.52

C. A. FILSON,
President.

J. M. MEYERS,
Treasurer.

~~~~~

## Hospital Report

For the year ending 1925, the Medical Department presented the following report:

|                                                            |        |
|------------------------------------------------------------|--------|
| Male Medical and Surgical.....                             | 3,789  |
| Female Medical and Surgical.....                           | 13,668 |
| Outside visits—Male.....                                   | 404    |
| Outside visits—Female.....                                 | 1,675  |
| Employees referred to specialists and Outside Clinics..... | 208    |
| Customers.....                                             | 533    |
| Employees sent Home.....                                   | 922    |

25,384

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Progressive Retailing Course Well Attended

Three hundred people from Kaufmann's have enrolled in the Progressive Retailing Course which is given under the auspices of the Research Bureau for Retail Training each Monday evening during March and April.

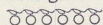
Some have chosen one course and some another, and everyone seems to be enthusiastic over the one or two they have chosen. Early Tuesday morning you are very likely to see groups of three or four discussing the previous night's class.

We all are very fortunate to have the opportunity to attend these interesting lectures, and to gain information and suggestions which will help us in our work and recreation.



MISS JEWEL FOLEY

Head of the Bookkeeping Department
She's as charming and goodnatured as she looks



N.R.D.G.A. and American Management Association Meetings

Kaufmann's merchandising and service divisions both were represented at the annual convention of the National Retail Dry Goods Association in New York City in February.

Our store also was represented among the speakers by Mr. J. M. Meyers and Mr. F. A. Weston. Mr. Weston spoke on "Selecting Merchandise for Advertising." Mr. Meyers, who is one of the Board of Directors of the Store Managers' Division, as Chairman of the Advisory Committee, reported on the subject of "Wage Compensation to Salespeople."

On February 18th, Mr. Meyers attended a conference of Office Executives of the American Management Association in Chicago. There he spoke on "Following Up Complaints and Errors." Mr. Meyers speaks from experience on this subject, having been in charge of our Bureau of Adjustment for a number of years and being continually in contact with errors and methods of preventing them in the store.



"Who Is Sylvia?"

A portrait of "Sylvia" by Vincent Nesbert on exhibition in the Carnegie Institute Art Gallery has attracted many people from our store. It is a charming, colorful portrait of Miss Sylvia Fineberg of the Employment Office, and is doubly interesting to the store because it was painted by Mr. Nesbert when his studio was in Kaufmann's.

Spring Fashions

The first of March brought with it the Fashion Show in our eleventh floor auditorium, where many attractive spring-time costumes were shown.

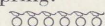
Dresses, suits and coats continue short. The suits are jaunty tailored ones with short coats, or ensembles with long coats and harmonizing dresses. The colors in the suits shown were conservative, dark blue, black, gray, with a sprinkling of the lighter colors. Top coats showed more gayety in colors; orchid, gray, various shades of green, Chinese red, were seen in delightfully intriguing styles. The majority of coats were fur-trimmed, with straight lines, capes and flared backs.

The dresses shown were in many materials. Crepes still predominate, but taffeta, all-over lace, and metal cloth also have a place among the more elaborate dresses.

Felts and the new straws in the shades of green, yellow, rose, and blue being shown this spring, were the hats worn with the suits and dresses. The small tight-fitting hat deriving its individuality from the shape of the crown was seen most frequently.

Whether it was displaying sports outfits, suits, or dresses, the whole costume was always in harmony. Gloves, hosiery, shoes, bags, scarfs, were chosen to make a complete, harmonizing costume. At the present time, a woman does not select any part of her costume haphazardly; she wants each accessory to blend with her suit or dress.

If you are selling in any fashion department it is important that you know what the style tendencies are and how your merchandise will blend with the new fabrics and colors of spring.



A Special Order

We've heard of an interesting special order which seems to us to have gone through in record time:

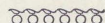
An order was given at 12 o'clock on February 24th for sixteen jockey caps for favors at a party on February 25th.

The customer already had tried all stores in town and various departments from favors to hats. She had been unable to find anything that she wanted.

Our hat department offered to have the favors made.

At two-thirty on the afternoon of the 24th, a local manufacturer was making the caps. They were ready to be delivered to the customer at one o'clock on February 25th. The caps were made of gold satin, trimmed with black buttons and bows.

To say the least, the customer was much pleased with her favors and with the special service given to her by Kaufmann's.



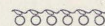
We Welcome

Mr. J. Unger formerly with Batterman's, Brooklyn, N. Y., who has been appointed buyer of silks and dress goods in the basement.

Mr. Clinton Eastman, from Nugents of St. Louis, Missouri, who has been chosen Merchandise Manager of the Basement Ready-to-Wear departments.

It seems natural to have Mr. Unitas around again. He left the store in 1923, and has returned now to take charge of the maids and porters.

Mr. Mahoney, who held this position, resigned to go to Newark, N. J.



Seeing 'Em Home

"I beg your pardon," said the tag girl timidly, "Would you care to help the Working Girl's Home?"

"Sure" agreed the man, "where are they?"



Educational Notes

Library Report for 1925

The total circulation of books from the store library during 1925 was 5894. Of course we all enjoy reading a good story, and the number of fiction borrowed far exceeded the number of non-fiction.

Fiction.....5581
Non-fiction.....313

The number of books in circulation shows an increasing interest in reading. The store library is your library and exists only to serve you. It is a branch of the Carnegie Library and you can obtain here any book that you can get at the main library.

The new supply of books from the Carnegie Library was received the last week in February. Undoubtedly there are many books in this group that will interest you.

Besides the Carnegie Library books, we have a long list of our own and are continually adding to it.

Drop into the library some noon and choose a book to your liking.



Excerpts from Correct English

AMONG AND BETWEEN

Among is distributive and may apply to any number more than two. Between is used only of two persons or things; as, "They discussed it among themselves," "This is between you and me."

AIN'T

I ain't and Ain't I, are always incorrect, I'm not and Am I not, being the correct forms. As a contradiction in place of isn't, ain't is a vulgarism.

Aren't I, as a contraction for Am I Not, is rapidly creeping into favor even among good speakers, it meeting a need not unlike that of the use of are and were for the singular number as well as for the plural in You aren't or Aren't you and You weren't and Weren't you?

ALL RIGHT AND ALRIGHT

All right is correctly written only as two words.

ALMOST

Careless speakers sometimes err in saying most for almost, as, for example, "I have read most all the books in the library," for "almost all."

CLEVER

Clever, in the sense of good natured or obliging is a colloquialism. As carefully used, the word means dextrous, talented, capable.

BE BACK

"Back" denotes direction towards the starting point, but "be back" has no such significance. Instead of saying, "I'll be back in a minute," say, "I'll come back in a minute."

"Be back" is regarded by some authors as allowable to indicate the state of having returned rather than the act of returning.

BESIDE

Beside means at "He sat beside her;" besides means in addition to; hence the required is, "There was no one at home besides me."



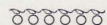
"But, Billy, if I married you with your income, you couldn't even dress me."

"Well, with a few lessons I could learn."

A Lesson on Selling

One of the most common mistakes in salesmanship is the failure to know when to stop talking and take the order. An old story of Mark Twain's is reprinted which illustrates this point.

The humorist attended church service and heard a missionary talk. In the report of the address Mark Twain said, "He was the most eloquent orator I ever listened to. He painted the benighted condition of the heathen so clearly that my deepest passion was aroused. I resolved to break a life-long habit and contribute a dollar to teach the gospel to my benighted brethren. As the preacher proceeded, I decided to make it five dollars, and then ten dollars. Finally, I knew it to be my duty to give to the cause all the cash I had with me—twenty dollars. The pleading of the orator wrought upon me still further and I decided not only to give all the cash I had with me but to borrow twenty dollars from my friend who sat at my side. That was the time to take up the collection. However, the speaker proceeded and I finally dropped to sleep. When the usher awoke me, with the collection plate, I not only refused to contribute, but I am ashamed to state that I actually stole fifteen cents."



It's All in the Name

After a weary search, Mrs. Searight finally found just what she wanted, the cutest favors for Mary's sixth birthday party.

"These favors will be delivered tomorrow, won't they?"

"Yes, madam, on the eleven o'clock delivery tomorrow morning."

11 o'clock, 12 o'clock, 1 o'clock and still no favors, and the party is scheduled for 3 o'clock.

Finally telephoning the store she stated her complaint, but little could be done in one hour, especially as the order could not be duplicated.

Imagine her disappointment! Then imaging the surprise of the complaint tracer who discovered the whereabouts of the missing package. On the sending label she read—

Mrs. Geo. C. Wright,
4929 Keystone St.,
Warrensburg, Pa.

The record of her telephone call gave—

Mrs. Geo. Searight,
4929 Keystone St.,
Lawrenceville.

Bad addresses can be overcome by—

1. SPELLING aloud the NAME, number and street address.
2. PRINTING all capitals.
3. Writing COMPLETE address

House number	} If out of town
Street	
City	
Post Office Box	
County	
State	

Ann Adams

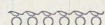
The girls in Ann Adams' office are busy day in and day out taking care of customers' orders which come by mail or telephone. They enjoy shopping for other people and are adept at deciding what a customer wants, even if they are given very little definite information.

Ann Adams frequently must act as information bureau as well as shopper. There aren't many questions that baffle her but recently she received one which she felt incompetent to answer:

"Do the suspenders selling for sixty-five cents and one dollar now, wear as well as the ones which cost thirty-five cents before the war?"

Miss Adams, not being acquainted with the price and quality fluctuations in suspenders, passed this inquiry to someone who could give an exact answer. The inquirer evidently is a man who believes that nothing is quite as good as "in the good old days."

There are some funny things heard over the telephone in the Shopping Bureau. Recently one of the girls was unable to understand a customer and asked, "Is it P as in Pittsburgh or T as in Thomas?" The reply, "I can't say that it is," wasn't very enlightening.



What Should We See in Our Jobs?

THIRD EXCERPT FROM AN ARTICLE BY
L. A. HARTLEY

In a college on the western coast a number of years ago a young man was working his way through college as many a man has done before and since. This man had a chance to get a laundry route but he did not have a horse and cart which all the men before him on this route had had. He began work early, worked fast and kept on working late and proved that this place could be held without a horse and cart. More than this, for the first time every man got back his own clothes. Years later this man led the work by which one part of the world kept another part from starving. Food rather than clothes was handled quickly and with care. The man did not stop here. A few years ago he took the place in the United States Cabinet which was considered of least importance. After four years of quiet work, people realized that his job or rather his way of doing the job was of too much value to the country for him to give it up and take another cabinet post which everyone had always known was important. Herbert Hoover goes at his job in the same way whether it is earning his way through college, feeding Belgian children or lessening waste in industry as Secretary of the Department of Commerce.

The number of men and women who have risen to fame, wealth or service from lowly jobs is far greater than the number in high places whose youth was spent in schools. It is to be regretted that books which tell of great men fail to say much about the jobs they had before they rose to fame. This is true of all but a few whose lives are known without the aid of books. Some day some one will see the need to write a "Who Do in America."

What do we mean when we repeat these words—"Where there is no vision the people perish?" What is the vision we must have? Why say these words unless we feel the mighty urge to open wide our eyes? Let us have vision day by day to search each job for grains of truth and ask each night when toil is done "What did we see in our jobs this day?"

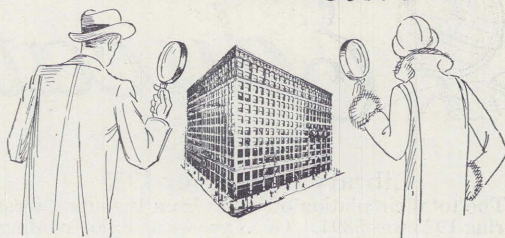


She—I have a cold in my head.

He—Well, that's something.

—Texas Ranger.

"Know Your Store"



You may have lived in Pittsburgh all your life and thought that you knew your city thoroughly. Then you discovered that a good many of the exhibits shown in the recent Greater Pittsburgh Campaign revealed to you something entirely new.

Probably you think the same way about Kaufmann's, that you know what is on the different floors from the Basement to the Thirteenth. Then a customer may ask you, "Where is the Italian Room, Please?" You seek help from another salesperson, but she cannot give you the information. Then you think to ask the customer what merchandise she wants. She, having read an advertisement of women's suits in the Italian Room, will say, "Women's suits, of course." Then you can direct her to fourth floor. If you are wise you will visit the Italian Room the next time that you are on fourth floor, and see that it is one section of the women's suit department, furnished in heavy Italian furniture and soft lights.

As new rooms are opened in various departments, you should find out their exact location, visit them yourself, and be able to direct customers and talk to them intelligently about the store.

Do you know that the Duchess Shop is a complete ready-to-wear department for larger women and is located on Fourth Floor?

Do you know that the Adam Room displays misses' afternoon and evening dresses and is located at the rear of the Misses' dress department?

Do you know that there are three French Rooms, one in the millinery department on fifth floor, one in women's gowns on fourth floor and one in the Infants Department on third floor?

Can you direct anyone to the gift wrapping department? It is located near the book department on first floor.

Do you know that the Dress Making School is back of the Linens on Sixth Floor?

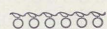
We hate to think that any employee does not know the difference between the Pet Shop and Bird Room. Once in a while when a customer asks for the Pet Shop and is directed to the eleventh floor, it seems a joke, but it is no joke to the misdirected customer. The Pet Shop is on the Seventh Floor in the House Furnishings' Department.

The Interior Decorating Department is on the eighth floor at the entrance to the House Charming. The Budget Bureau is also there.

The Gift Shop is on the eleventh floor.

These are only a few of the departments the location of which some employees seem not to know.

Don't be satisfied with yourself saying, "Now I know those departments." Whenever you hear of a change in a department, make it a point to know its exact location or the new feature in the department.



A smile the first thing in the morning seems to grease the machinery for the entire day.

The Stogram

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EDITOR

HELEN BAKER

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MISS M. A. MALONEY HARRY BROIDA C. J. HANLAN

PEGGY WIELAND, Artist

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N. S. Warehouse—R. M. SMITH
1st Floor—D. K. THOMPSON—Jewelry
2d Floor—DANIEL SPISAK—Sporting Goods
JOE MILLER—Cameras
3rd Floor—Miss E. MILLER—Infants' Wear
Mrs C. McLAIN, Juniors
4th Floor—Miss McGOWAN—Furs
5th Floor—Miss McCORMICK—Millinery
DAVE GLUCKMAN—Shoes
6th Floor—MR. GREER—Wash Goods
MR. ROTH—Barber Shop
Miss EPSTEIN—House Dresses
7th Floor—Miss LASHER—House Furnishings
8th Floor—MR. NICK KOLLING—Furniture
9th Floor—MR. DERBY—Draperies
10th Floor—Miss HALEY—Alterations
Miss SOBEL—Auditing
12th Floor—JACK LAGORIA—Stock Room
Forbes —GEORGE ERB—Delivery
JOE HADLEY—Garage

MARCH 1926

Think Well of Your Store

Years ago, I heard this story and because it brings out the point I want to make, I'm going to tell it to you.

There was a man who was engaged to take a job in a store in a small Pennsylvania town, who on his arrival fell into conversation with an old Quaker. "What kind of people work here?" the newcomer asked. "What manner of people didst thou leave?" asked the Quaker. "Oh, they were mean, narrow, suspicious and very unfair." Then said the Quaker, "I'm sorry, friend, thee will find the same manner of people here."

Another new man came to the store and asked the old Quaker the same question. Said the Quaker, "What manner of people didst thou work among before?" "Finest folks on earth, friendly, kind and lovable. I hated to leave them." The old Quaker beamed, "Welcome. Be of good cheer. Thee will find the same good people here."

So It Is With You. If you think well of your store—your store will be well—and you will find in this store just the sort of folks you expect to find. Be a Booster, not a Knocker. Help make your store better and be glad that you work in a store where you can find such friendly, kind and lovable folks.

TRAXOLOGY, JR.

Are You Afraid of a Bluff?

Sometime ago the newspapers told of a young convict who made his escape from a penitentiary by holding up two guards with a fake gun. Both guards had faced all kinds of dangers unflinchingly for many years. When they did fail, when their nerve was unequal to a sudden dangerous situation, their failure was doubly disgraceful because the apparent risk to life was not real.

Because of the circumstances surrounding the case, the failure of the two guards was given much publicity. But their action was only one which many people would follow. If a thing looks dangerous, hard to master, we shy away from it, accepting it at its face value.

In practically every case, the difficulty or impediment in our progress looks greater than it is. As we approach it, it may fade, the great danger in our way may have been only a mirage; the weapon threatening us, urging us to give up without resistance, may be only a fake gun.

The person who hesitates and trembles at every danger or big problem, will make very slow progress in any field; the one who goes ahead fearlessly, finds many of the apparent dangers trifles and his strength equal to the real struggles.—H. B.

~~~~~

## Your Brain Doesn't Need a Rest

Authorities on the question of fatigue and overwork say that it is very easy to overtax your physical strength, but that no one has yet shown that the brain can be overworked.

Unfortunately today the general opinion seems to be that it is dangerous to do too much thinking. Too few people really think, and those few do all the thinking for the many.

The brain like the rest of your body develops with use and grows feeble and weak if not used. Everyone has experienced the sensation of helplessness in trying to walk after a severe illness. Many weeks in bed has weakened the body so much that it is almost necessary to re-learn to walk. If we don't give our thinking apparatus any real exercise for years, no wonder it creaks and groans in rebellion when we do try to use it.

The men and women who use their brains continually are the ones who are offering new ideas; they are alert for flaws, not to criticize the organization, but to offer a suggestion for improvement.

If our Suggestion Boxes are a measure of the amount of thinking being done in the store, it seems that our brains are increasing in activity.

Four prizes were awarded for suggestions handed in during February. The prize winners, who are to be congratulated, are:

|                  |                 |
|------------------|-----------------|
| D. Gluckman..... | 11H109          |
| E. Lacher.....   | 530-19          |
| L. Wolff.....    | 1-01 (2 prizes) |

The Anniversary Events are not far away, and already our executives are making their plans. Have you any new ideas for June? If you have, turn them in with any other suggestions you may have.

Just think a little!

## LEGAL AID BUREAU

Kaufmann's Protective and Beneficial Association

EMANUEL AMDUR, Esq., Counsel.

Legal advice furnished without charge to employees of The Big Store.

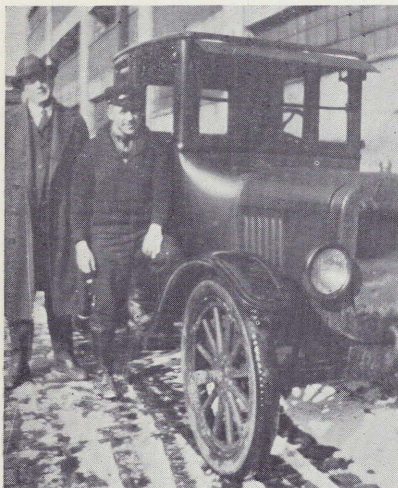
Office Hours: Wednesday and Saturday,  
9 to 10 A. M. Tenth Floor



From the North Side  
Service Station



A few bowlers



Our faithful Lizzie



Mac, Doc and George



N.S. Wrecking Crew



IN the Fixture Shop



ON the roof



## NEWS FROM ACROSS THE POND

Our recent name, North Side Service Station, gives a more accurate impression than the former name, North side Warehouse. For this large, seven story building is not only a warehouse for reserve stock; it has many workrooms and other departments which are essential features of Kaufmann's service.

You need make only one visit to the North Side Service Station to find out what an active, important place it is, and to gain an idea of how many kinds of work are being carried on there every day.

Starting at the top, you'll discover that the seventh floor alone has reserve stock for four departments, two large workrooms, the fixture shop and print shop. The drapery workroom takes care of all the orders to be made for the Drapery and Interior Decorating Departments.

It would be interesting to know how many yards of carpet are stitched each year in the carpet workroom. Mrs. Geis has been in that department for a good many years, and will gladly show you how the carpet is seamed.

Over in the opposite corner is the Print Shop, not taking up much space, but making very good use of every foot that it occupies. It takes care of a large part of the store's printing—menus for the restaurant, the monthly blotters, programs, leaflets, innumerable things for the advertising department, and last, but not least, The Storagram.

The sixth floor contains reserve stocks for trunks, cedar chests, and refrigerators; the fifth floor contains reserve stock of bedding and furniture; the third and fourth floors are entirely filled with furniture.

Coming to the second floor, you find more activity again. Here are the supply room, general offices, and the furniture adjustment office. A large space is given to the various jobs necessary for the final finishing touch to each piece of furniture before it is sent to the customer.

Piles of various kinds of lumber point the way to the cabinet shop. There they make every thing from an intricate part of a piece of furniture that was broken in shipment, to the prize ball for the North Side Bowling Team. The paint shop and finishing shop are interesting places where the men seem to be enjoying themselves with sand-paper, paint and varnish.

Most of the first floor space is given to incoming or outgoing merchandise—receiving, freight, and delivery departments, hold room and returned goods. The merchandise delivered from here is, of course, from those departments whose stock is here, carpet, victrola, radio, stoves, refrigerators, and furniture.

Mr. Cummins, superintendent of the North Side Service Station, can tell you that it is quite different from the store, but no less interesting.

What's your average? Can you bowl? Did you get the bath-tub yet? These are some of the questions you hear at the North Side since we have a Bowling League.

Kaufmann's North Side Bowling League was organized on February 8th with a total membership of forty-five men, all of whom are employed at the North Side Service Station. At the first meeting, Charles (Punny) Jahn was elected President, R. M. Smith, Secretary and Treasurer, and George D. Engel, Official Scorekeeper.

The League is made up of eight teams, each team with five players. Five men are carried in the League as "subs."

The names of the teams were taken from the different kinds of lumber which is used in our cabinet shop. Each

player wears a button made from the kind of wood his team represents. For example, if you are on the Walnut Team, you wear a button made of Walnut. Each one has a K on it.

Mr. Cummins opened the season by rolling the first ball down the alley. (I should say gutter. Strange to say nine pins fell down. Not so strange when we found that the pin-boy had a string tied round the pins.) This ball is made out of eight different kinds of wood and each piece represents a team in the League. In the center of the ball is a small slip of paper which contains the name of every member in the League. The winning team gains possession of this ball.

The League bowls every Monday evening at the Manchester Bowling Alleys, North Side.

Roll 'em, boys! Roll 'em!

That first March wind played havoc with Mr. Gottschaldt's hat. If it hadn't been for Andy Lunz' slide home, Mr. Gottschaldt would have been out the price of a new hat.

How do you like the new counter fixtures in our restaurant? A few more improvements and we will have a real dining room.

Why does Miss Thompson call Mr. Lunz "pretty man?"

It won't be the fault of Gus Urschler if his team doesn't win the championship.

Someday, sometime, we're going to get something in the Storagram about Mr. Spencer who prints it.

"IZZY" must be pretty slow when he lets a fellow from the delivery department steal a girl from his department. Especially a girl like Fern.

Mr. Cummins claims he has never seen a fashion show. He is very much unlike Mr. Boyle who we understand has a standing order for a front seat every Monday night.

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Value vs. Price

Don't try to buy a thing too cheap
From those with things to sell—
Because the goods you'll have to keep
And time will always tell.
The price you paid you'll soon forget,
The goods you get will stay;
The price you will not long regret—
The quality you may.

They ought to cut this "price" word out
Of dictionaries red,
Make Value what men talk about,
Not just the price instead.
In food or metal, cloth or woods,
Remember this advice:
Don't let the price control the goods,
But goods control the price.

—From "Milady Beautiful."

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Tom: "Cheer up, old man, why don't you drown your sorrow?"

Bill: "She's bigger than I am, and besides, it would be murder."—Ex.

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First Passenger: "Are you traveling first class?"

Seasick Passenger: "No, I'm in a helluva shape."—
—EXCHANGE.



Mr. Lee Goldman
of the Men's
Clothing Department

A member of the
Stand-By Club

Flying Sparks from Men's Clothing Department

Yes! this is just like a message from the dead. For several months, department 14, has been without a reporter, since Mr. Morris Weinthal is among the retired veterans of the store. We all join in wishing him the best of health.

No doubt Mr. Larry Morris thinks that New York City is a suburb of Pittsburgh, he takes so many trips there. Well, you never can tell, Larry's a handsome boy and should bring home the chicken!

Leopold Braun is enjoying an early vacation and is mighty busy looking over the scenery between the William Penn and the Grand Theatre.

Having just learned that Mr. Dan Sloan of the Pants Department has aspirations as a movie star, Tom Moore, Richard Barthelmess, Ramon Navarro, all are breathing much easier since Mr. Sloan refused to accept a contract for a feature in which he was to star. It was to have been entitled, "From the Bowery to the Frozen North."

I've noticed that there is a scarcity of limburger cheese. Mr. Kramer and Mr. Feldman should worry. They are well stocked, only buying it in case lots! Oh, how they love it.

Mr. Goldman has become a radio bug, and can be found at home any night.

Mr. Harry Schulman, pugilist, and all around athlete of the department will be seen in a ten round bout in the near future with Tiger Flowers.

Mr. Charlie Allen has a new pal, Mr. Finnerty, better known as "de vise guy" from New York. Be careful, Mr. Finnerty, that Mr. Allen does not lead you astray in the Smoky City.

Mr. Fred Kramer almost had a heart attack when some one mentioned, "They had fried chicken."

I've said enough for a first report. Signing off. Stand by for further announcements.

M. C. D.—KAUFMANN'S,

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### Mr. W. B. Holland

Mr. W. B. Holland of the Men's Clothing department died of pneumonia on February 21st in the Mercy Hospital. He is survived by his wife and two daughters.

The pallbearers from the department were Mr. Edward Hartmann, Mr. L. Braun, Mr. Fred Kramer, and Mr. Morris Feldman.

The members of the department extend their heartfelt sympathies to Mrs. Holland and her daughters.

### Forbes Street Service Station

AS SEEN BY THE REPORTER

How many of you know about even one or two of the innumerable interesting things that are taken care of at the Forbes Street Service Station every day? The fact is, it takes a tour through the building to begin to understand what an important place it is.

When Mr. Hanlan had got rid of a salesman who wanted to sell him a new invention which takes the noise out of Ford (or perhaps it was the bumps), he led the way to the elevator and we rode to the Fourth Floor. There we saw piles and piles of reserve stock, all looking in perfect order.

Reserve stock on this floor includes toys (which are at a minimum right now), luggage, sporting goods, auto-accessories, stationery and books. The stationery and book reserve stock only recently has been moved to Forbes Street.

The first thing that met our eyes on the Third Floor was a huge pile of crates with queer signs upon them. "The imported goods reserve stock," Mr. Hanlan explained, which gave the reason for the unusual packing and the tags in foreign languages. All the packing materials from these crates and barrels of imported goods must be hauled away to be burned.

On the third floor are also restaurant supplies, and out-of-season merchandise. The enormous reserve supply of dishes for the dining room made us think that a good many must be broken in one year.

Our next stop is second floor, which shows much more activity than the top floors. And no wonder! The housefurnishings sales will be in progress soon, and everyone is busy unpacking new merchandise or getting the stock in ship-shape for the sale. This floor has the forward stocks for China, glassware, and housefurnishings, and a centralized packing room for these things. As we go down the aisles, we see all varieties of China, each kind carefully packed in its separate bin, and many kinds of beautiful glassware. In the house-furnishings section, the variety is too much for our feeble brain, and we just stand and wonder who can keep track of all these items.

The packing room is a busy spot if ever there was one. Orders are filled from the sales-checks sent each hour from the store, the merchandise packed, sending label pasted on, and the package sent directly to the delivery room by means of a conveyor belt. In this way, the customers' orders are filled promptly and delivered without any delay.

We can't follow the packages down the conveyor belt, so must take the elevator and cross the first floor to the place where the packages come through from the packing room.

Then we follow one package along the conveyor belt and see what happens to it. First it is marked by a router for the part of the city to which it is to be sent; then it is picked out by a sorter and put on a certain table, where the address and sales-check number are recorded by the sheet-writers. The sheet-writers place the package in the bin, ready for the driver and his helper to pack into their truck for the next delivery.

Each person handling the merchandise from the one who fills the order to the chauffeur who delivers the goods, does his work speedily and efficiently. It is their work which causes so many customers to write to Kaufmann's, "I want to commend you on your excellent delivery service."

We're proud of our delivery fleet and the men who drive it, but you have only to ask Mr. Hadley about repairs to find out how much effort it takes to keep the fleet in first class condition. In the garage, all emergency work is done, and in addition each truck is completely overhauled once a month.





Chauffeur Heck and a group of  
Garage Men



Mr Hadley



Tom Cole — Testing a finished  
repair job

If you're looking for any kind of repair shop, you'll certainly find it in the basement of the Forbes Street Service Station. There is a paint shop, and when a truck comes through, as far as looks are concerned, it's a new machine. There are the carpenter shop, machine shop, tire repair room, and machines for mending tarpaulins and seats. The repair stock room has practically every piece that is needed for repairs on our trucks or coupes.

An impressive feature of the garage, and work shops, as well as all the upper floors, is their cleanliness and orderliness. The men at Forbes Street know how to clean up after they have done a good piece of work.

You don't think now that Forbes Street Service Station is a sleepy place, do you? It's one of the most important wheels in Kaufmann's service to the public.

We are glad to have Vera back with us after her accident.

The employees of the Warehouse extend their sympathy to "Bob" Garrity who recently lost his mother.

Our Garage is undergoing spring house cleaning and a few changes are being made in the shop arrangement.

Alex Conway and Ned Svoboda are very close neighbors during working hours now, but both seem happy together.

Our friend Bob is just getting acquainted with his stock. They took advantage of Bob while he was off sick and decreased the stock room space.

There are several new men at Forbes Street including Ireland, McIntyre and Schear. We feel sure that they will enjoy working with the happy crowd in the Garage.

Faithful Ida, the C. O. D. Cashier is still handing out O. K. receipts to the drivers. All the drivers and helpers have a smile and happy word for Ida.

Erb is just as good at getting the drivers to take out a heavy load and get back in time for the next one as he is at bowling, and bowling followers will tell you he is pretty good at that.

Mr. Armstrong and Luebic are kept quite busy checking in the Return Goods every day.

Mr. Hanlan is always happy and cheerful whether the loads are going to be heavy or not, as he always claims his drivers can deliver all the goods the sales people can sell.

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Sailor: "I just seen some orange peels and banana skins floating on the water, sir."

Columbus: "Was there any chewing gum?"

Sailor: "No, Sir."

Columbus: "Then we must be near the West Indies; it certainly can't be America."

The Teenie Weenies of the Magic Midget Theatre

Perhaps you've forgotten about fairies and dragons and monsters that change into handsome princes; perhaps you think that you have put away childish things and are too busy with just living to waste time on anything silly. But it really is not silly you know—it's the spirit of adventure, the longing to find the land where "they all lived happily ever after," the urge to shout and sing for happiness.

Did you know that on the Third Floor there is a fairy castle with shining turrets and battlements? Inside there are rows of miniature seats facing a tiny stage. It is here that the Teenie Weenies act the fairy tales you have read in your childhood. These little people are really alive—a series of mirrors reduces life-size actors to about six inches. They are so much more life-like than marionettes could ever be and yet they have the charm of being very small. The story is told by the Princess Rose Red who sits in the theatre and her voice is carried back of the stage by a dictaphone.

The children who come to watch the plays are adorable. They show a remarkable liking for stories concerning monsters and dragons and ogres. The rising generation will probably be very brave. After each play the Princess asks the children to clap and then the Teenie Weenies will come back and bow for them. Some little urchin always asks for the snake or the dragon, whichever happens to be playing.

The children who come to watch the plays ask many questions about the Teenie Weenies—what they eat, how much they eat, why they don't speak, who takes care of them, how we catch the dragons, what their names are, and hundreds of others. It takes quick thinking to answer the unexpected things they ask.

The Princess Rose Red wears her hair hanging loose with a wreath around her forehead. The children cannot understand that the hair is really her own. They ask again and again if it isn't a wig. Poor little moderns have seen so few long-haired women in their life-times!

The Teenie Weenies are anxious to have everyone of the Storagram readers see them act; they are also anxious that you spread the news among your little friends. But first of all you should visit the Magic Midget Theatre yourself so you can tell others first hand. Come to the Third Floor any day from one to five-thirty—shows are given on the hour and half-hour. You are certain to be enthusiastic about the Teenie Weenies and the Magic Midget Theatre.

KATHARINE ROWELL.



Sixth Floor Notes

Saturday evenings hold no more charms for Miss Lynch of the House Dress department. She doesn't ask to go home early now.

We are all so afraid long sleeves will no longer be in vogue if Miss McGarry doesn't hurry with Mrs. Ragsdale's dress.

Mrs. McDonald has just returned from New York where she attended the Fashion Revue. Our curiosity has been aroused as to the latest creations. From reports, Miss Lauderbaugh looked very charming in her new frock which we hear almost turned into a mourning dress. Fortunately Mr. Schwartz recovered from his recent illness in time to chaperone the party which included Miss Riley, Miss Lauderbaugh, and Mrs. McDonald.

Mr. Greer of the Wash Goods department has returned from his first buying trip to New York. Evidently the bright lights didn't prove too strong for him, as he seems in the best of spirits.

Miss Meerhoff of the Silk Underwear department received a diamond ring as a Valentine. We are afraid it will mean more than just a valentine.

The underwear department is in an uproar since the furnished apartments on the seventh floor have attracted Miss Wolbert and Miss Dorsey to such an extent that they are unable to decide whether they want five or seven diamonds in their wedding rings. We wish the girls success but hope they will not hasten their plans. We would like their cooperation in the May Sale.

○○○○○○

Buyers—To and From Europe

Mr. Boston, buyer of linens, will sail for Europe on the Leviathan, March 20th. This is his second trip and he plans to see more of the Continent. We expect to hear all about the trip for The Storagram when he returns.

Mrs. Salomon returned from her second trip abroad more enthusiastic than ever about Europe and foreign markets. We wonder if it will be safe for her to return to France again. If she continues to like it more each trip, sometime she will decide to stay there.

"Zeke"

There ain't nothin' so non-affectionate as th' word "Thanks" on a rubber stamp.

Some folks minds other peoples' bus'ness so much, it's a wonde' they don't hire a bookkeeper.

A beauty expert says American girls is pretty, but dumb. Ain't that 'xactly what the men want 'em to be?

There ain't nothin' harder than t' keep a feller from lookin' where you don't want 'im to look when you're tryin' to sell him a secon' hand car.

Nobody kin be as hungry as a woman that has jus' left a party where delicious refreshments had bin served.

The furniture business ought to be pretty good durin' th' month o' June, jedgin' by th' number o' 'ngagement rings what has been received by th' girls in th' store.

It ain't safe no more t' borrow a umbrella without askin' th' lender where he got it.

Th' best place fer th' word "luck" is after th' letter "p."

Mr. Miles says "one dollar looks as big as tow 'r thre when you git it from an ole debt you wasn't 'xpecting t' git."

You don't git me takin' no chances bowlin' gainst that barber feller—he gits too much practice handlin' th' sphere in his chair.

Mos' auto accidents is caused by too much horse power and too little horse sense.

Some fellers lead a strenuous life tryin' t' dodge work. Jumpin' at conclusions is 'bout th' only exercise some folks take.

It takes a poet t' speak of snow as bein' beautiful these days and he must be very quick 'bout it.

Brannigan says after strugglin' fer 30 minutes with th' range, it's blamed hard t' believe that a cigarette ever starts a fire.

Miss Allen says "About the only way to insult a girl these days is to tell her she needs a hair cut."

J. B. says he overheard a lady in the shirt department asking a salesman for a soft shirt for her husband, adding that the doctor had forbidden anything starchy for him.

J. C.: "The home that use' to keep the latch strign out to welcome visitors now keeps it out so the children can get in."

The further away the broadcasting station, th' bigge' th' liar th' radio bug.

'Bout the only time we ever hear of th' Declaration o' Independence any more is when children are tellin' their parents what's what.

To hear some fellers talk, 'bout how perfect they are, it's a wonder they ever put erasers on lead pencils.

Our Favorite Songs

PROLOGUE

Everybody has at one time or another a desire to express an emotion. Those who are particularly gifted put their emotions into music or poetry. Musicians convey the feeling of a composer through an instrument, singers combine the emotions of a poet and those of a composer in songs.

The artists use these methods to stir memories or to appeal to lovers, those who are loved and those who think they should be. We are sympathetic to the artists' efforts because we have experienced emotions similar to those of the composer or poet. However, there are times when we desire to give vent to our own feelings. We are filled with sentiment or trouble and the pressure is so great that it seems something must let go. Our safety valve is a song.

Songs show others what we are, what experiences we have had or what we should like to be. If the songs given below are really the favorites of the members of the Sporting Goods Department, we can judge their emotions, past, present, and future:

THE SONGS

Danner and Miller are the optimists of our department; their favorite songs are "Everything Will Be All Right," and "I'm Sitting On Top of the World."

Levinson and Hollins find solace in singing "How Dry I Am," and in "Show Me the Way to Go Home." "Bottled in Bond" is their favorite line from the "Golden Wedding."

Poor Dave Jacobson and Grace McKennan are working six days and going to church on the seventh without a heart. Their favorite song is "Who?" It begins something like this "Who Stole My Heart Away, etc."

Catherine Silassi and Armella Brawdy must dream of cabarets and midnight parties. They satisfy their souls by singing "Sleepy Time Girl."

If John McCormack sings it Miss Hobbs says "Beautiful." If Mr. Walker sings it, she says anything but.

Mr. Frederick and Miss Elizabeth Lacher live in memories. They find "Auld Lang Syne" a good safety valve.

Ruth Barry likes "Moonlight and Roses" because it has a pretty picture on the cover page.

Anna Rice's favorite is the last one she bought "Then I'll Be Happy."

If it's Anna's favorite it must be Mary Doherty's too, because circumstances force her to listen.

Wittingham shows that "Father Time" is getting the best of him. He warbles "Silver Threads Among the Gold" and "When You and I Were Seventeen."

Mary McCarthy as a singer likes "Remember," but as a listener she prefers, "Oh, What A Pal Was Mary."

The writer is of a suspecting nature. He sings, "I Wonder Who's Under the Stars with Her Tonight."

DANIEL S. SPISAK.

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### BOY, PAGE THE COMMISSIONER!

Mary had a little pair  
Of stockings silky fine;  
She used to put her money there,  
A very thrifty sign.  
One day a stitch the stockings dropped,  
A very naughty prank,  
That caused, before it could be stopped  
A run on Mary's bank.

—THE TELLER'S WINDOW.

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"Children Sing for KDKA," says a headline in a Pittsburgh paper.

Which goes Castoria one better.

PATTON'S MONTHLY.

Fliers from Frist Floor

UNIQUE—a justly termed item just received in the Watch Department, is a small handy shaped cigarette or cigar lighter.

The idea was conceived and originated by a one-arm soldier, and produced and patented by the well-known English firm of Dunhill. The soldier receives a royalty on all sold in foreign countries and the United States. The manufacturers cannot supply the demand for this dainty and practical article.

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### New Blues

The song writers' monopoly on the name Blues has been broken by the jewelry creators who are designing and have created quite a demand for lovely blue shades called Capri, Grotto, Flag and Napoleon. These colors are found in sports jewelry in broaches, beads, rings and ear-rings.

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Miss Kiley of the jewelry department who is prominent as chairwoman of the Republican gang in the strip district was called upon to judge the nationality of a friend. The question seems too large for her and she is asking for help. The question is this: Was her friend born in Germany or Greece? Germany claims he was born in Greece—Greece claims he was born in Germany.

Miss Marie Ott is house-hunting now. She already has the furniture and we understand that she wants a place for it not later than May 1st.

Mr. Ed Wilson was very elated to be chosen usher at the Style Show. Of course, they pick out the good looking men!

The glove department wishes their buyer Miss Helen Griffin a very successful and pleasant trip to Europe. She sails on the Leviathan on March 20th.

Miss Violet Flanders who has been ill for sometime is improving, we are happy to report.

The members of the glove department extend their heart-felt sympathies to Miss McQuane and Miss Stevens who lost their mothers recently.

The girls of the glove department are a social crowd. Every week recently, they have had a dinner and theatre party.

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### Toilet Goods Department

Miss Anna Polena has been away sick for quite a while. We all wish her a speedy recovery.

Miss Sarah Schneir is with us again and as amusing as ever.

Miss Freda Martin was absent on account of illness for a few weeks, and we're glad to see her back again.

Ruth Sanders of the drug stock room is kept busy these days. She knows how to give a good account of herself at all times.

The whole drug department acclaims Andy Helfrich, our errand boy, speed-king of first floor.

Jean Goodstein of the Ivory Goods department was away a whole week not long ago. She seems to be preparing for her future.

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The First Floor welcomes Mr. W. J. Brown, the new manager of the Soda Fountain. He has had considerable experience in this work and knows how to keep things moving smoothly and pleasantly.

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### Leather Goods

Recently a customer wanted to buy a yard of bill-fold.

Miss Peel and "Chuck" seem to be getting along beautifully just now. We hope that Miss Moser doesn't ring in one of her wild parties and spoil it all again.





To those who have tried often, suffered much, and given up in despair, the above is dedicated.

### Concerning the Bureau of Adjustments

The B of A is like Chesterfields—  
 "They satisfy—the customers"  
 The tracers are like Camels—  
 "They'd walk a mile for one—complaint."  
 The Head Adjustor is like the Buick—  
 "When better adjustments are made, he will make them"  
 The customers' complaints are like Heinz—  
 "57—and more—varieties"  
 The telephone board is like the Dodge—  
 "No yearly models, but improvements"  
 The stenographer is as good as the Packard—  
 "Ask the man who owns one"—Yes, do!  
 This article is like Fisk Tires—  
 "Time to retire"

BEELL C. FINEMAN.

~~~~~

February Ninth,
 Nineteen Twenty-Six.

Mr. J. F. Brannigan,
 Adjusting Department,
 Kaufmann's,
 Pittsburgh, Pennsylvania.

My dear Mr. Brannigan:

Allow me to thank you for the way you handled the case of Mrs. Cooper in getting the coat to her so that it was of use to her. She is very grateful to you, and has an increased confidence in your service. The coat appears to be satisfactory in every way.

Yours very truly,
 DAVID H. COOPER, M.D.

2120 Wightman Street,
 Pittsburgh, Pa.

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### Found

A book "The Little Conscript" was found and may be claimed by the owner at the Time-Keeper's Office.  
 Also one pair of brown kid gloves.

### Recent Weddings

The members of the Employment Office and Miss Peoples' many other friends in the store were very sorry to say good-bye to her on March 2nd. The Storagram, also, is going to miss such a nice neighbor.

Miss Peoples is to be married to Mr. John Dalton Mattimore in Greensburg on Tuesday, March 16th. Her new home will be in New York City.

May the coming years bring only happiness to Mr. and Mrs. Mattimore.

Who's next? Weddings have been occurring so frequently and unexpectedly in the Employment Office that we wouldn't be surprised if the whole office force would appear with wedding rings some fine morning. Then we'd declare a holiday, and have a mutual benefit shower.

Miss Peoples considered our feeble hearts and gave us a few weeks warning. Miss Grace Lutton simply asked for Friday afternoon off, and whispered to one person as she was leaving, "I'm going to be married this afternoon. Don't tell anyone until I've gone."

The day was March 5th and the lucky man is Mr. Louis Zentmeyer. Mrs. and Mr. Zentmeyer are living in Dormont. Best wishes to them!

Miss Peggy Drake of the Hemstitching Department on Sixth Floor slipped away on March 3rd and was married to Mr. Jesse Cornelius.

Peggy is a very particular young lady and had to have her house all ready before she would say the final "Yes." The happy couple are nicely settled at 2528 Fairview Avenue, Overbrook.

Best wishes to them!

~~~~~

Surprise Shower

A miscellaneous shower was held in honor of Miss Eva McGuirl at her home in Elliot, on February 11th.

The girls from Third Floor Departments went in taxis from the store to the McGuirl home. There they spent a very pleasant evening dancing and playing games, and were served with a delicious lunch.

The bride-to-be received a number of beautiful gifts. Eva expects to change her name to Mrs. George Nicholas in the near future. We wish her much happiness.

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### CREDIT DEPARTMENT

The Credit, Club and Cashier's Offices extend their sympathy to Miss Sarah Meighan, who lost her brother on February 16, 1926.

Also to Miss Freida Rubin, who lost her father on February 17, 1926.

Miss Alice Lucot, now, Mrs. Clarence Leger, had the credit office in an uproar when she came in Wednesday morning wearing a plain band on the third finger of her left hand.

Credit Office extends its welcome to our new friend, Mr. Charles Wiley. We wish him all the luck and success in his new undertaking. We also welcome Miss Catherine Vogler, and Miss Catherine Misklow.

We regret to say that we have lost a very dear friend, namely—Miss Edith Gannon, who has taken a new position.

MISS ANNA MIXIE,  
 Credit Department.

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Green: "The doctor says I must stop smoking or I will die."

Mrs. Green: "Oh dear, John, can't you keep it up until we get enough coupons for that dining room rug?"

Bowling



Store Duck Pin League

STANDING OF TEAMS—FEBRUARY 25, 1926

	Won	Lost		Won	Lost
Remnants.....	50	21	Contingents.....	35	36
Odds and Ends.....	44	27	Wagon Calls.....	33	38
Send Agains.....	40	31	Overgoods.....	23	48
Bargains.....	37	34	C. O. D. S.....	22	49
High Individual, One Game—O'Donnell.....					228
High Individual, Five Games—Erb.....					794
High Team—One Game—Send Agains.....					682
High Team, Five Games—Remnants.....					2685

	Games	Avg.		Games	Avg.
Erb.....	71	139	Meyers.....	52	112
Thomas.....	57	136	Roth.....	69	112
Weiland.....	71	132	Lhota.....	49	112
Koms.....	60	130	Gavin.....	28	111
Fichter.....	56	129	Hadley.....	50	111
Croke.....	46	129	Heilman.....	61	110
Deiderick.....	54	125	White.....	30	109
Linder.....	58	125	Kelly.....	35	109
Haight.....	71	124	Hunvald.....	23	107
Walker.....	61	121	Brautigan.....	66	106
Smith.....	45	121	Steinhauser.....	20	106
Drake.....	71	121	Follet.....	49	105
Stevens.....	70	118	Danner.....	66	103
Robson.....	60	118	Hanlan.....	24	103
Oldham.....	30	118	Craver.....	28	103
Garrity.....	55	117	Thieret.....	26	102
Wayhart.....	55	116	Mills.....	15	102
Mahoney.....	56	114	Ertle.....	59	101
Robison.....	64	114	Burton.....	14	96
Heyman.....	62	114	Packard.....	20	93
O'Donnell.....	47	113			

N. S. S. League

STANDING OF TEAMS—FEBRUARY 22, 1926

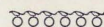
	Won	Lost		Won	Lost
Maples.....	8	1	Mahogany.....	4	5
Walnut.....	8	1	Poplar.....	4	5
Pine.....	5	4	Birch.....	2	7
Oak.....	5	4	Chestnut.....	0	9

	Games	Avg.		Games	Avg.
Stewart.....	9	131	Bauers.....	9	82
Croke.....	9	121	Wiskennan.....	9	82
Gundecker.....	9	120	Bottoff.....	9	82
Flaherty.....	9	116	Pfueffer.....	3	82
Weber.....	9	112	Schmolder.....	9	81
Perella.....	9	111	Jahn.....	9	81
Brush.....	9	106	Lunz.....	9	78
Roelinger.....	9	103	Drexler.....	9	77
Wells.....	9	102	Engel.....	5	77
Urschler.....	9	101	Zellman.....	9	75
Boyle.....	6	100	Miller.....	9	75
Spencer.....	9	98	Cote.....	6	74
Shriver.....	9	97	Gottschaldt.....	7	74
Geis.....	9	96	Harms.....	9	72
Stock.....	6	90	Beardsley.....	6	72
Marks.....	3	90	Fastian.....	9	71
Doscek.....	9	86	Knapp.....	9	68
Goldstein.....	9	85	Chiapetti.....	6	67
Nagle.....	9	84	Smith.....	9	66
Carlin.....	9	83	Zinser.....	9	66
Norwiski.....	9	83	Fritzger.....	6	64
Claherty.....	9	83	Grady.....	9	53

A Challenge from Forbes Street

Since bowling became the topic of every day, some mighty whips have come into evidence at the Forbes Street Service Station. There are five men in the Garage who seek the scalps of the best five men at the store. Now don't crowd, gentlemen, give us a chance to perform.

Call Mr. Erb, for open dates.



From the Furniture Department

Mr. R. T. McGee,
Kaufmann's,
Pittsburgh, Pa.
Dear Sir:

We have received excellent service from your store especially from your department and are very well pleased with our furniture and the service you have given us on it.

Yours truly,
MR. C. E. CRATTY,
New Kensington, Pa.

Dear Mr. Flory:

I received the desk yesterday; and in splendid condition. It came through without a scratch of any kind.

If Kaufmann's ever need a recommendation for shipping furniture, just send them to me.

Many thanks for your trouble.

Yours truly,
BESSIE M. SHUMAKER,
Meadville, Pa.

Mr. Ed. LaGrange.

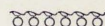
Dear Sir:

I take this opportunity of thanking you for the courtesy shown my wife and me, while buying our new dresser from Kaufmann's.

Also wish to state, the dresser arrived in excellent condition.

Again thanking you and Kaufmann's for service rendered.

Respectfully,
DEAN H. ALDRIDGE,
Steubenville, Ohio.



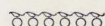
Lamp Department

Mr. and Mrs. James Zeigler, the latter formerly Miss Kathryn Dengel of the Fifth Floor Lamp Department, entertained the girls of that department at a Valentine Party in their new home on Lovelace Street, West End on Saturday evening, February 13th. Mr. and Mrs. Zeigler were presented with a beautiful lamp.

Dancing and bridge were the features of the evening, after which a delightful lunch was served. Everyone had a most delightful time.

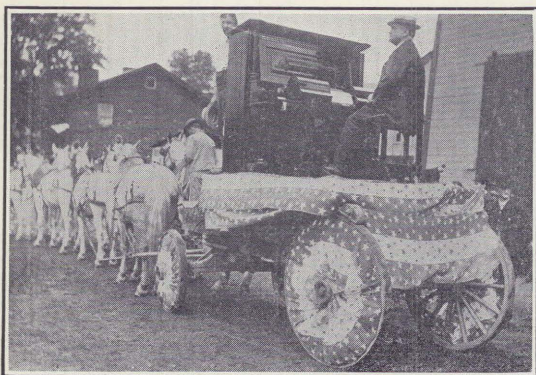
The members of the lamp department welcome their new buyer, Miss Fischer. We offer her our full cooperation and wish her every success.

How is "Dick", Miss Lardin? Don't get too excited, it's her canary bird.



Ever since she had her water wave Miss Clifferty has been a strong booster for the Adoria Beauty Salon. Now she's busy making appointments for her friends.

Owing to a bad cold Miss Lardin has not been able to carry out her New Year's Resolution. She still insists that she will have her hair bobbed. If she weakens, Miss Keninger is going to take her in by force and hold her until off comes the hair.



In the Good Old Days of Trade

It looks like a Fourth of July parade, doesn't it? In fact, it is a picture of Mr. Ascherfeld in Sandusky, Ohio, about twenty-four years ago on a piano public sales campaign.

Selling pianos in those days must have been akin to a circus. Posters were sent to the town in advance of the sale date; then on the first day of the sale, the team of eight white horses would draw the decorated wagon and piano through the town. The parade would end at the hall where the pianos were on display. When prospects were exhausted in the one town, the pianos and team would move on to the next town.

There's no doubt that Mr. Ascherfeld would draw a record breaking crowd anywhere, should he appear with those eight white horses today.



Shoe Findings

Miss Eswein acted as hostess for a group of girls from the department. Among the notables present were Miss Dixon, Miss Bennett, Miss Morgan, Miss Brille, Miss McCafferty, Miss Meyers, and Miss Reeder. Light favors such as baskets of candy were given and prizes awarded for the winners in the MahJong games.

Decorations were carried out in pink. After the customary, "we had a fine time," Miss Eswein assured them that it was all right, and that "everything is still here."

We have Mr. Lorenz back with us after a prolonged absence.

Mr. Ferguson, the doughty Scotchman is leaving us to engage in work at Hanans. We have enjoyed Mr. Ferguson's presence very much and wish him the best of luck.

Mr. Saville is our handsome, dashing sheik. All that Sydney needs to make a perfect sheik is a pair of the new collegiate colored galoshes.

Miss Martin's new love serial is a knock-out. Watch for the next issue every morning.

Customer: (Inspecting new furtop Wellington boots.) These boots are the berries, they ought to be in the fruit department.

Zahniser: Madam, that's one department we do not have in this store.

Several cards and cablegrams designating his whereabouts on his European trip, were received from Mr. Cohen.

A new sign of spring! Palmer of the shoe department is doing his famous frog act.

Ill Health Comes High

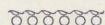
According to Dr. Eugene Lyman Fiske, writing in Forbes Magazine, "Ill health in industry, investigated by the Life Extension Institute at the instance of Herbert Hoover for a Committee of the Federated American Engineering Societies is figured on a conservative basis of computation to cost at least three thousand million dollars annually—\$3,000,000,000.

"It was demonstrated that more than half this loss was preventable. Here we have a definite measure of the economic loss due to sub-standard health in a single group of the population (the workers) not to mention the unhappiness, dissatisfaction, pain, worry, sorrow, discontent, which are well known concomitant evils of lowered health states. We have overwhelming evidence from many sources along these lines, covering all types of people which suggest the risk that is carried by failure to have one's health reserves and health securities periodically analyzed and evaluated."

From the very beginnings of history one of man's unending battles has been that waged with ill health. Witch doctors, medicine men, highly trained surgeons and physicians, these have been his generals in the great fight. But the unfortunate factor in the case—and one which the enemy has always been quick to take advantage of—is the fact that man himself is careless and disobedient of the dictates and rules laid down for his own protection.

And—if we are all to enjoy the gift of sturdy, persistent good health—that carelessness must cease. Its place must be taken by an understanding of and an adherence to the simple laws of prophylaxis which is the "preservative or preventative treatment for disease." In other words we must use what knowledge we have to prevent ourselves becoming sick instead of in attempting to cure ourselves of the disease after we have allowed it to attack our systems. Then, and only then, will that terrific waste of \$3,000,000,000 be eliminated, together with all the worry, pain and unhappiness it entails.

THE COACH.



Appreciation to Victrola Department

Gentlemen:

In enclosing check for January account, I desire to express our appreciation of the service rendered by your Victrola department in the matter of obtaining records.

Some three years ago when in New York I heard some records at the residence of a friend of ours and took the numbers with a view of obtaining them some day.

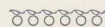
Recently we obtained an Orthophonic and gave the order for these records to your people.

Recently the last one—a rare chinese record arrived, completing the series, and so we feel that your prompt and careful attention to the order of your customer is deserving of an expression of appreciation.

Yours very sincerely,

L. S. JOHNS.

269 Fourth Street,
Pittsburgh, Pa.



Thanks for Bear Run

Storagram Editor:

Spending my vacation at Bear Run last summer, I am using this means to thank the people responsible for its purchase. Only the ones who have been there can know what a God-Send it is for the employees. Many thanks.

AN EMPLOYEE.

Transfers and Promotions

NAME	DEPT.	POSITION	DEPT.	POSITION
S. C. Edwards	44E	Floorman	246E	Floor Superintendent
Margaret Foley	59J	Stock	59	Sales
H. Wolk	185K	Assistant	26AS	Assistant
E. Dinsmore	37E	Floorman	34E	Floorman
Mary Donoghue	248	Clerk	450	Stenographer and Clerk
Sarah Josephson	SCont	Sales	501	Stenographer and Clerk
R. C. Porter	44E	Floorman	9	Sales
Jimmie Mayfield	530	Chute	274	Check Room
L. Fichter	146	Sales	56	Sales
Andrew Helfrich	NCont	Stock	67H	Messenger
J. Callaghan	44E	Floorman	68E	Floorman
Mary McCarthy	113	Sales	146	Sales
N. Ninehauser	SCont	Sales	33	Sales
Lillian Field	42	Sales	10	Sales
Mary Aldrich	SCont	Sales	TCont	Sales
Catherine Herzer	26	Sales	21	Sales
Fannie Corbett	26	Sales	21	Sales
Matilda Cartus	SCont	Sales	131	Sales
Bessie Brennan	SCont	Sales	131	Sales
Mary Wallace	SCont	Sales	530S	Mark and Sales
Bernadette Lager	214	Clerk	215	C.O.D. Clerk
Elma Perkins	620	Supervisor	450	Charge of Budget House
Minnie London	620	Tracer	621	Clerk
Myrtle Moffitt	48S	Sales	21	Sales
Grace Miller	130	Sales	32	Sales
Claire Pleasant	121	Sales	59	Sales
Nellie O'Bryan	19	Sales	127	Sales
Anello Amato	191W	Shoe Repair	121	Sales
Thurman Miller	23H	Stock	23	Stock and Sales
J. Brownlee	4E	Floorman	13AS	Assistant
N. McConaughey	18	Sales	84	Sales
Melvin A. Stiles	42J	Stock	27H	Stock
Lena Crovan	48	Sales	30	Sales
G. Kennedy	530	Stock	126JM	Stock
Catherine Schmidt	230	Typist	279	Operator (Ditto Machine)
Agnes Hoerster	TCont	Sales	65	Sales
C. O'Brien	114	Sales	144	Sales
Irene Schiebel	SCont	Sales	123	Sales
Lottie Newman	SCont	Alteration Work	190W	Alteration Worker
Maud Rosenberry	SCont	Sales	61	Sales
Phillip Swartz	57	Sales	15	Sales
J. Callaghan	28E	Floorman	36E	Floorman
Ida McClain	SCont	Sales	190W	Alteration Worker
Sonny Tappelberg	87	Sales	530S	Mark and Sales
C. C. Rosenberry	60	Sales	57	Sales
Gertrude Reed	23	Sales	25	Sales
Marie Stinner	3	Sales	4	Sales
Mary Stepanovich	715	Typist	77K	Clerk and Typist
R. Skewis	86	Sales	39	Sales

EMPLOYEES PENSIONED - - - JANUARY 2, 1926

NAME	DEPT.	POSITION
Moses Weinthal	14	Sales
Emil C. Smith	14	Sales

LOOK OUT FOR

THE ROYAL VAGABOND

HE'S COMING SOON

Who Is He? One of your fellow-workers and a great many more fellow-workers will be with him.

When? Nixon Theatre, week May 10th. Every Evening at 8:15.

We're all interested in the production of *The Royal Vagabond*, an operatic comedy by George M. Cohan to be given for the Kaufmann Beneficial Association.

Your full support as well as your interest is needed to give the greatest success to the project. It's a good show, the best talent from the store has been chosen for the caste, it's a worthy cause. Let's all pull together and put it over big!

This production will have all the ear-marks of a professional performance. It really is "a professional performance given by amateurs."

No better producer could have been chosen for *The Royal Vagabond* than Mr. Frank W. Shea. He worked closely with George M. Cohan for twelve years as principal comedian and director of his musical comedies. Mr. Shea played the principal comedy part in *The Royal Vagabond* when it was given here several years ago.

More recently Mr. Shea has been producing *The Royal Vagabond* in amateur groups, and comes to us with a fine record of success in this field. Using amateur talent, he puts on a professional performance.

Whether you are in the caste or not, your help is needed to make the production a success.

Begin to talk now to your friends about

THE ROYAL VAGABOND
NIXON THEATRE—MAY 10-15